

ITEM NUMBER: 18.2

CONFIDENTIAL REPORT

EVENT ACTIVATION (Report No: 310/21)

Pursuant to Section 83(5) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Council Members upon the basis that the Council consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Council will receive, discuss or consider:

- d. **commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and would, on balance, be contrary to the public interest.**

CONFIDENTIAL

Recommendation – Exclusion of the Public – Section 90(3)(d) Order

- 1** That pursuant to Section 90(2) of the *Local Government Act 1999* Council hereby orders that the public be excluded from attendance at this meeting with the exception of the Chief Executive Officer and Staff in attendance at the meeting in order to consider Report No: 310/21, Event Activation in confidence.

 - 2.** That in accordance with Section 90(3) of the *Local Government Act 1999* Council is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 310/21, Event Activation on the following grounds:
 - d.** pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position of the person who supplied the information.

State Opera South Australia (not being an employee of the Council, or a person engaged by the Council), has requested this information to remain confidential

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.

 - 3.** The Council is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.
-

Item No: **18.2**

Subject: **EVENT ACTIVATION**

Date: 14 September 2021

Written By: Team Leader, Events

General Manager: Community & Business, Ms M Lock

SUMMARY

The State Opera South Australia has offered Council the opportunity to host 'Boheme on the Beach' on Saturday 26 March, 2022 as an event partner.

The 8000 capacity opera is the major production of State Opera for 2021, delivered and produced in a similar format to previous beach concerts. There is the opportunity to share infrastructure with the beach concerts staged the weekend prior, optimising use of existing resources.

RECOMMENDATION

1. That Council notes the report.

RETAIN IN CONFIDENCE - Section 91(7) Order

2. That having considered Agenda Item 18.2 Event Activation (Report No: 310/21) in confidence under section 90(2) and (3)(d) of the *Local Government Act 1999*, the Council, pursuant to section 91(7) of that Act orders that the report and minutes be retained in confidence for a period of 12 months and/or the Chief Executive Officer is authorised to release the documents when the public announcement is made by the State Opera South Australia.
-

COMMUNITY PLAN

Placemaking: Creating lively and safe places
Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

State Opera South Australia has approached the City of Holdfast Bay to partner in the staging of their annual major production. The highly successful staging of Carmen by State Opera in 2021 in Victoria Square has inspired State Opera to produce 'Boheme on the Beach'. Taking opera from traditional venues to outdoor settings increases atmosphere and appeals to a broad audience, while offering traditional opera consumers a unique experience.

The event will attract arts festival and music audiences, families, and large numbers of first-time opera patrons keen for a unique cultural experience.

The success of the beach concerts such as the SummerSalt, Castaway and By The C events has given State Opera the confidence to stage on Glenelg beach with support across council including marketing and communications, tourism development, Jetty Road support, depot expertise and event delivery.

REPORT

State Opera presents
BOHEME ON THE BEACH
The greatest love story ever told
Saturday 26 March 2022, Glenelg Beach
8,000 person capacity
Tickets priced from \$30 to \$250

Set under the stars on Glenelg Beach, this one-night-only special event presents Puccini's iconic opera *La bohème* against a stunning natural backdrop of the beach at sunset.

Presented by State Opera South Australia and featuring top Australian operatic talent with the State Opera Chorus and the Adelaide Symphony Orchestra. This event will be an unforgettable "you had to be there" cultural experience on the beach.

STRATEGIC ALIGNMENT

Staging an artistic performance of this calibre aligns with both the City of Holdfast Bay's Events Strategy and the Creative Holdfast Arts and Cultural Strategy.

Event Strategy and Events Strategy Action Plan 2021-2025

The proposed Boheme on the Beach fulfils the key priority areas and action plan identified in the City of Holdfast Bay Events Strategy 2021-2025

- Priority Area 1 Economic value: Attracting out of city visitation and increased length of stay.
- Priority Area 2 Destination Awareness: Promoting our image and reputation as Adelaide's premier seaside destination. Builds Holdfast Bay's profile as a leading events destination. Provides opportunities to showcase Holdfast Bay to new markets and encourage travel to the region. Achieves a high level of positive awareness and engagement. Attracting positive media attention and word of mouth recommendations.

- Priority Area 3 Lifestyle and Legacy: Bringing people and communities together to create a sense of identity and activates public spaces. Encourages community support and participation and/or involvement. Creates an event legacy with return visitation.
- Priority Area 4 Sustainability: The event is financially and environmentally sustainable and maximises the use of Council resources by redeploying event infrastructure build for beach concerts.

Creative Holdfast Arts and Culture Strategy 2019-2024

- Strategic Theme 2: Provide meaningful arts and cultural encounters, activities and events.
- Strategic Theme 6: Build links between local arts and cultural practitioners and organisations as well as other Councils, across the state and nationally. Identify and develop partnership opportunities with leading arts and cultural organisations in South Australia and beyond.

ECONOMIC IMPACT

The anticipated economic return for the City of Holdfast Bay of hosting of Boheme on the Beach is estimated at \$800,000 however, the legacy impact would continue for some time.

Risk Assessment

- Potential exposure to complaints by external parties including residents and regular beach users pertaining increased activity, accessibility, COVID restrictions and noise levels.

Risk Mitigation: External communicate conducted at least two weeks prior to ensure residents are informed. Regulatory Services to brief inspectors to approach dog walkers and beach goers advising of event details in addition a public notice will be placed within various publications to ensure beach users, residents, businesses and the broader community are informed.

Further Risk Management Plans for the overall Risk Management Plan developed covering:

- Fire: General, Catering, Electrical, Explosion, Hazardous Materials, Vehicular;
- Accidents: Structure Collapse, Structure Falls, Manual Handling and Lifting, Slips, Trips and Falls, Vehicular;
- Medical: Trauma Injuries, Minor Medical, Forgotten Medication, Dehydrations, Drug and or Alcohol Affected Persons, Respiratory Aliments;
- Security: Bomb Threat, Crime (Public), Crowd Management, riot, Vandalism, Cash Handling, Unauthorised Access, Climbing of Structures;
- Health and Safety: Evacuation, Sexual Assaults, Drink Spiking;
- Utilities: Ablutions Failure, Power Failure, Waste Management;
- General: Noise Pollution, Hazardous Spill or Leak;
- Weather: Electrical, Wind, Hail and Thunderstorms, Flood; and
- COVID Safe Management Plan.

BUDGET AND SUPPORT

State Opera South Australia seeks the following in-kind support from the City of Holdfast Bay

- Local Promotion – street flags, signage, concessions, media opportunities;
- Interstate Marketing – tourism packaging;
- Liaison with Holdfast Bay Promenade Residents (Oaks Glenelg Plaza Pier) and securing of back-of-house spaces;
- Engineering Assessment;
- All permits, local licenses, public notices;
- Traffic Management – planning, staffing, signage and regulatory approval; and
- Site preparation pre event and remediation – post event.

Estimate \$3000 - \$5000 be absorbed from within existing City Activation and Events budget.

LIFE CYCLE COSTS

Nil

CONFIDENTIAL